



LIVING BEYOND
BREAST CANCER®

reach& RAISE

YOGA FOR A REASON

PARTICIPANT GUIDE





Thank you for your interest in participating in [Living Beyond Breast Cancer's Reach & Raise](#)! As a 2019 participant and fundraiser, you are providing Living Beyond Breast Cancer (LBBC) with the financial resources that help us continue our important mission of connecting people with trusted breast cancer information and a community of support. We can't do it without you!

[Living Beyond Breast Cancer's Reach & Raise](#) isn't your traditional fundraising event. We combine a large, outdoor yoga class, live music and a Healthy Living Expo at unique and iconic locations. Many of our past participants tell us the event is about inspiration, support and connection—all for a good cause. It's **Yoga For a Reason!**

About Living Beyond Breast Cancer

[Living Beyond Breast Cancer](#) was founded in 1991 so people affected by breast cancer could connect with others and gain information to help empower them during their breast cancer journey. Today, we impact over 500,000 people annually through our services. Our goal is to support those diagnosed and their caregivers.

Breast Cancer Facts

- 1 in 8 women will be affected by breast cancer in their lifetime.
- Breast cancer is not a single disease, but a group of diseases.
- There are different stages and types of breast cancer that each requires different treatments. Metastatic, or stage IV, for example is when the disease spreads to other areas of the body outside of the breast.
- Every year more than 230,000 new cases of invasive breast cancer are diagnosed.
- As a Reach & Raise participant, your fundraising efforts will help LBBC connect more people affected by breast cancer with our programs and services.



Get Started!

Fundraising for Living Beyond Breast Cancer's Reach & Raise is easier than you may think. Here are some tips and tricks to help maximize your impact:

- **Send emails.** The number one reason people don't give money is because they weren't asked! So log in to your Participant Center and upload your email contact list—include your friends, family, co-workers, teammates and anyone else who may want to support you.
- **Matching gifts.** Many companies have matching gift programs that match, dollar for dollar (sometimes more), the amount of money an employee donates. Just ask your HR department if your company participates in this program, and your impact will be doubled!



Take it to the next step!

- **Personalize your fundraising HQ.** After registering, log in to your fundraising HQ to add your own pictures and story about why you are participating in [Living Beyond Breast Cancer's Reach & Raise](#). Our official tagline is **Yoga For a Reason**. This is your chance to share your reason—the more customized, the better.
- **Set a goal.** The average participant raises \$250—think you can beat it? Setting a goal gives you motivation and cause for celebration when you exceed it! **[Tip]:** You can change or update your goal by logging in to your Participant Center anytime.
- **Get your friends involved.** Grab your friends and encourage them to register and join you. The more, the merrier and the bigger impact. You can even start a team!
- **Stay updated.** Like us on [Facebook](#), follow us on [Twitter](#) (@LivingBeyondBC) and on [Instagram](#) (@livingbeyondBC) for the latest event news.
- **Promote your efforts.** Use social media to tell the world how you're helping Living Beyond Breast Cancer and to increase your donations.



Fundraising Ideas

You asked for it and we listened! We compiled a list of our most successful and fun fundraising ideas below:

- **Sell stuff.** Consider selling custom T-shirts, silicone bracelets, stickers, pins, ribbons—be creative! Create a pop-up shop at school, work, community centers or even at your house.
- **Get your company in on the FUN.** Get the boss to approve a dress down day for anyone who donates \$5 to your Reach & Raise team.
- **Food, food & more food.** Everyone has to eat! Hold a bake sale, pizza party or ice cream social. Set up shop at a neighborhood field or school cafeteria.
- **Happy Hour.** Talk to the manager of your favorite restaurant or pub. Organize a happy hour and invite everyone you know. The bar might charge \$10 per person; you charge \$20 and put the difference toward your fundraising total.
- **Karma Classes.** What are they? They are when a yoga teacher donates his or her time and services to teach a class at a studio and participants donate whatever they can. Most will donate at least the cost of a typical class.
- **Host a 'Barefoot Ball.'** A Barefoot Ball is a DIY yoga event. All you need is an open space, a yoga instructor and a group of people who want to practice yoga for a small donation to your Reach & Raise team. This is a great way to raise funds and get your local community involved.



Event Reminders

LBBC's Reach & Raise is held rain or shine but check the weather before the event.

- Each of our event spaces is unique and requires your flexibility to make it work. We may ask that you put your yoga mats closer than you normally would to ensure we have enough space for everyone, but hey—that's how you make new friends.
- To cut down on participants reserving spots, we ask that your team arrive together.



If you need help—whether it's advice or technical assistance—the Reach & Raise team is here to help you reach your fundraising goals.

Call Margaret at (484) 434-8301 or email us at yoga@lbbc.org.

But most important—**thank you** for supporting LBBC's mission of connecting people with trusted breast cancer information and a community of support. Every dollar you raise helps us get one step closer to our vision of a world where no one impacted by breast cancer feels uninformed or alone.